

IN-STORE

## Harrods encourages imaginative play via Papinee partnership

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*Papinee's Harrods Happy Monkey*

By STAFF REPORTS

British department store Harrods is giving the gift of imagination to children by featuring the toy-art brand Papinee in its Toy Kingdom.

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The Hong Kong-based toymaker is making its United Kingdom debut through placement in Harrods toy department. Papinee blends inspiration, cultural education, contemporary art and craftsmanship in each of its products to empower tomorrow's leaders through the science of play.

### New friends

To introduce Papinee to Harrods' Toy Kingdom the toymaker has created an exclusive Chinese New Year toy, the Harrods Happy Monkey. Named Vani, the toy monkey includes symbols of happiness, luck and positive energy in the shape of motifs such as hearts, four-leaf clovers, an evil eye, horse shoes and hamsa.

The Harrods Happy Monkey is available from January in the Toy Kingdom, and will be featured in a department takeover that will include a dedicated pop-up shop. Also, Harrods' windows and beauty halls will be outfitted with embroidered Happy Monkey sculptures that took seven people to create.

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Vani still goofing around in London while Happy Monkey is already at Harrods waiting! Get your own PAPINEE monkey to...

Posted by [Papinee](#) on [Thursday, January 7, 2016](#)

In addition to Vani the Harrods Happy Monkey, Papinee will offer its full range of toys at Harrods.

The toymaker has also pledged to give back to children in need at the start of its partnership with Harrods. For each Papinee toy sold at Harrods, the toymaker will donate an Inspire Kit, which includes a coloring book, crayons and more, to a child in need in support of the NSPCC.

Each Papinee toy comes with a Animalia Storytelling kit which includes a instructional how-to on storytelling for parents and prompts a child's participation with their toy on each page. The kit enables parents to engage and

interact with their children to spark imagination and curiosity.

Papinee has also worked with Peninsula Hotels on a holiday program that raised funds for the Make-A-Wish Foundation ([see story](#)).

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